

SKY Perfect JSAT Holdings Inc.

News Release



April 28, 2009

SKY Perfect JSAT Holdings Inc.

SKY Perfect JSAT Acquires Exclusive Broadcasting Rights in Japan for UEFA Champions League and UEFA Europa League 2009-2012 (2009-2010 to 2011-2012 Seasons)

SKY Perfect JSAT Corporation (Head Office: Minato-ku, Tokyo; President & CEO: Masanori Akiyama), a wholly owned subsidiary of SKY Perfect JSAT Holdings Inc. (Head Office: Minato-ku, Tokyo; President & CEO: Masanori Akiyama) today made the following announcement about the acquisition of exclusive broadcasting rights in Japan for 2009-2012 (the 2009-2010 to 2011-2012 seasons) of the UEFA Champions League and UEFA Europa League.

**SKY Perfect JSAT Acquires Exclusive
Broadcasting Rights in Japan for
UEFA Champions League and UEFA Europa League
2009-2012 (2009-2010 to 2011-2012 Seasons)**

SKY Perfect JSAT Corporation (Head Office: Minato-ku, Tokyo; President & CEO: Masanori Akiyama; "SKY Perfect JSAT") has obtained exclusive television broadcasting rights, Internet distribution rights (including video-on-demand and live distribution rights) and mobile rights in Japan for 2009-2012 (the 2009-2010 to 2011-2012 seasons)*1 of the UEFA Champions League and UEFA Europa League.

Following its broadcasting of all 125 matches of the UEFA Champions League 2006-2007 to 2008-2009 seasons, SKY Perfect JSAT is scheduled to offer high-definition broadcasting of the 125 League matches for the three seasons starting with the 2009-2010 season. SKY Perfect JSAT will also begin broadcasting the UEFA Europa League, starting with the 2009-2010 season, as well as the two major cup tournaments UEFA hosts for the European clubs. In addition to the cup tournaments, the Company will also broadcast the matches for the UEFA Champions League Playoffs and the UEFA Super Cup.

Soccer fans around the world will be focused on these matches, some of the best in European soccer. Now viewers in Japan can enjoy them too via SKY Perfect JSAT's multichannel broadcasts.

*1 2009-2012 (2009-2010 to 2011-2012 seasons) refers to three seasons: 2009-2010, 2010-2011, and 2011-2012.

【Scheduled Broadcast Details】

- UEFA Champions League: High-definition broadcasts of all 125 matches, mainly for live coverage
UEFA Europa League (formerly UEFA Cup): Broadcasts of selected matches from the 205 total league matches, featuring teams with Japanese players and strong teams, mainly live coverage
- UEFA Champions League Play-Offs: Selected matches from the 20 total matches
UEFA Super Cup (match between the winner of the Champions League and the Europa League: Live broadcast of the match

※Broadcast details (channels, broadcast times, etc.) and viewing fees will be announced on the official web site once they have been finalized.